

MOUNTAIN BIKE: the first edition of HERO Dubai takes off with Emirates Airlines



THE FIRST EDITION OF HERO DUBAI TAKES OFF WITH EMIRATES AIRLINES

Emirates Airlines, the largest company in the Middle East voted as the best in the world in 2019, is the partner of the first race of the HERO World Series international mountain bike race circuit.

Hashtag: #HEROWorldSeries #HERODubai #HERODolomites #HEROThai



We could not be prouder of such a prestigious partner for the first race of the **HERO World Series**, the **HERO Dubai on 7 February 2020**. Our collaboration with **Emirates Airlines** is finally confirmed: the airline will accompany the athletes who want to test their skills during the debut of this exciting desert challenge!

*'Right from the start of the HERO Dolomites' first edition in 2010, we wanted to guarantee our athletes could enjoy smooth and impeccable organisation by taking care of every last detail,' says **Gerhard Vanzi**, founder of the HERO World Series circuit, 'and the announcement of our partnership with Emirates Airlines is incredibly satisfying because we are confident the airline's high standards will make the first HERO Dubai even more seamless and exciting.'*

Emirates Airlines is the largest airline in the Middle East and was awarded in 2019 as the best company in the world for its punctual and high-quality services. **All HERO Dubai participants competing on 7 February, as well as their entourage, will receive a 10% discount on their Economy and Business Class tickets between 27 January and 17 February 2020.**

HERO Dubai: the mountain bike lands in the desert



The first edition of the HERO Dubai will take place on 7 February 2020 in Hatta at the Hatta Wadi Hub, Meraas' destination for its outdoor sports. The location is nestled in the breathtaking National Park and will boast two routes: the first is a 63 km marathon route with 1,600 m elevation gain kicking off at 9 a.m.; the second is a 30 km route featuring 800 m elevation gain predominantly developing on the trails of the HATTA MTB Trail Center, the brand new off-road cycling centre, which will also double as our HQ and the starting and finish area of HERO Dubai.



Our unmissable satellite event, the **HERO Bike Festival**, will welcome all off-road enthusiasts with a series of different activities. It starts on 6 February 2020 at 4 p.m. at Bluewaters, the futuristic island just off Dubai's coastline, which will host the HERO Village featuring music, live entertainment, and exhibitors for bikers and their entourage.



The professional teams will be introduced at 5 p.m., followed by the always riveting HERO Fashion Night and its themed shows. The following day, on Friday 7 February, besides the start of HERO Dubai at 9 a.m., young bikers will also have the chance to take part in **HERO Kids** at 3 p.m.: this non-competitive race for children between 4 and 12 will take place in the Hatta Mountain Bike Trail Centre area. The award ceremony for the HERO Dubai Marathon and HERO Kids will take place at 4 p.m.

Registrations

Registrations for the HERO Dubai are open: register at www.herodubai.com and www.heroworldseries.com. Participants of the HERO Dubai marathon will receive a welcome pack with the official HERO Dubai jersey and a HERO cap; the 30 km participants will receive a HERO technical t-shirt.

For further information, visit www.herodubai.com and www.heroworldseries.com

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